



Dawn McKenna, *Chair*

Town of Lexington Tourism Committee

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2022 29 Mar, 8:09 am

TOWN CLERK
LEXINGTON MA

info@tourlexington.us

AGENDA

Thursday, March 31, 2022

3:30 pm

Conducted Remotely

Members: Marsha Baker, Sarah Boulos, Kerry Brandin, Margaret Coppe, Bebe Fallick, Dawn McKenna, Wim Nijenberg, Erin Sandler-Rathe, Elsie Xu

Select Board Liaison: Doug Lucente

Center Committee Liaison: Fred Johnson

Economic Development Coordinator: Casey Hagerty

Economic Development Director: Sandhya Iyer

Visitors Center Manager: Katie Johnson

- 1) **LexSeeHer** *40 minutes*
- 2) **Patriots' Day Proposal for Bleachers** *15 minutes*
- 3) **Economic Development Report** *40 minutes*
 - a) Operations
 - i) VC People Counter Data November 2021 – February 2022
 - ii) VC Sales Data November 2021 – February 2022
 - b) Battle Green Tours
 - c) Liberty Ride Trolley
 - i) Service reduction
 - ii) Revolving Fund authorization \$104K
 - d) Marketing
 - e) Lexington Cultural District
 - f) Miscellaneous
- 4) **Visitors Center Fundraising over Patriots' Day Weekend** *15 minutes*
- 5) **Battle Green Master Plan Project** *10 minutes*
- 6) **Website Redesign** *15 minutes*
- 7) **Fife and Drum Muster** *10 minutes*
- 8) **Updates and Miscellaneous** *5 minutes*
 - a) LexDoingGood moved to 10/22
- 9) **Other unforeseen items that must be addressed prior to next meeting**

Next Meetings (revised): April 28th ~ May 19th ~ June 23rd

Adjourn

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All times are approximate and agenda items may be taken up in a different order and are subject to change in compliance with State law.

**An Act Extending Certain COVID-19 Measures:* <https://www.mass.gov/service-details/updated-guidance-on-holding-meetings-pursuant-to-the-act-extending-certain-covid-19-measures>

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